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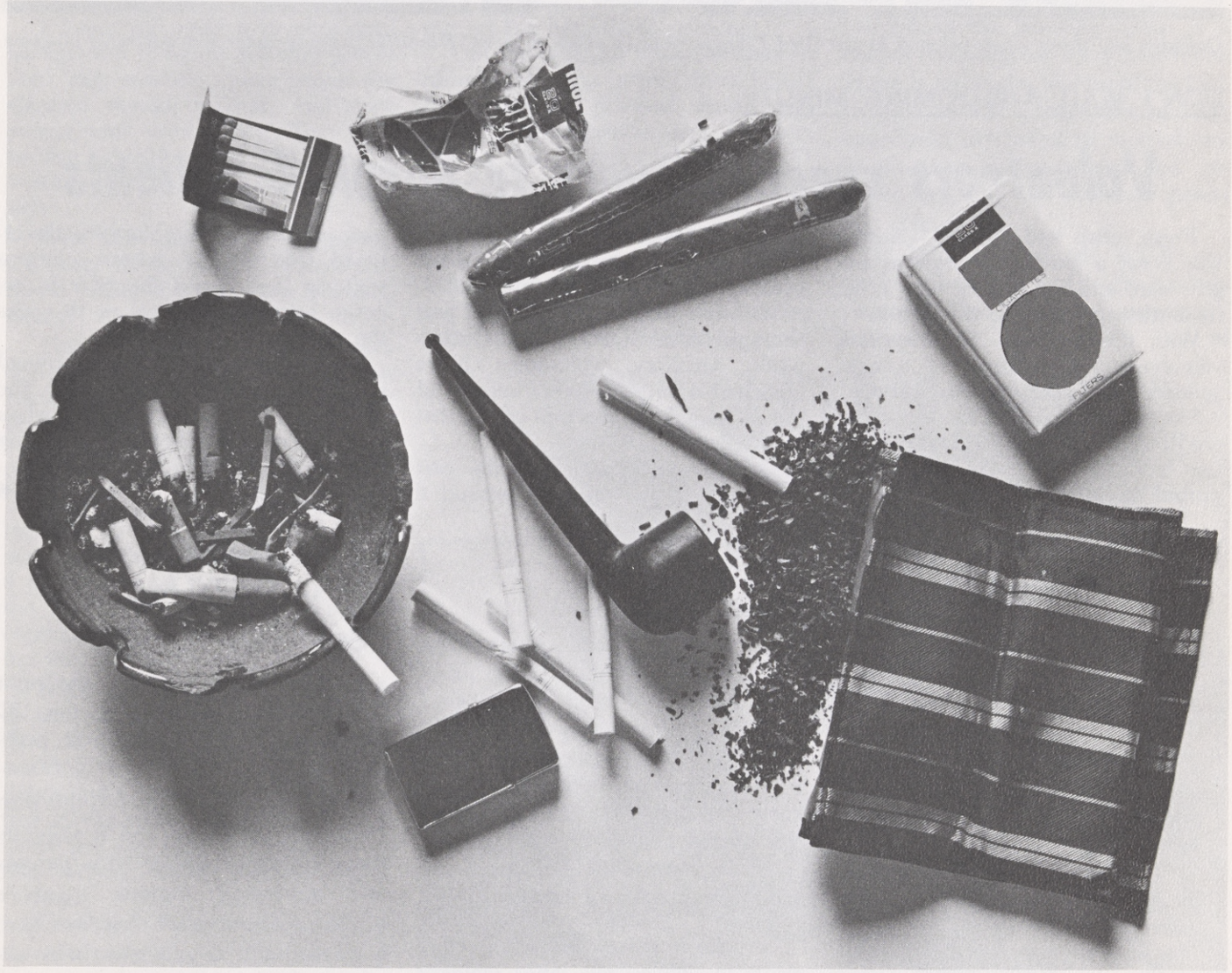
Where there's smoke . . .



"I don't suggest that people switch from cigarettes to pipes or cigars; there is NO safe form of tobacco" – Dr. Sol Silverman Jr.

In a study of 636 patients with oral cancer last year at University of California Medical Center in San Francisco, these figures emerged:

Of men patients, 90 percent used tobacco.

Of women patients, 66 percent were tobacco users.

It is evidence like this – plus other evidence that links an increase in gum disease and earlier loss of teeth among tobacco users – that concerns Dr. Sol Silverman Jr., professor and chairman of the division of oral biology at UC School of Dentistry. He conducted the study with Dr. George Chierici, assistant clinical professor of orofacial prosthetics at the Medical Center.

What else Dr. Silverman has to say about smoking and cancer is printed in this issue on page 3. ◄

Daffodils like these, photographed in the Gold Country, will be whisked to UC Hospitals patients under new volunteer program.

DON'T WAIT A BLOOMING MINUTE

Volunteers speed flowers to hospital patients

Fresh, crisp and colorful – flowers can boost a patient's morale as few gifts can, and the sooner they bring their message of love, the better.

With this in mind, UC Hospitals volunteers are inaugurating a new, speeded-up flower delivery service.

Since most flower gifts are delivered in late afternoon, previous practice has called for their being transported to nursing stations on each floor. Thereafter, it was up to busy nurses to distribute them during the evening. But things have changed.

With the purchase of a special cart through funds donated by UC Hospitals Auxiliary, volunteers have launched a brisk delivery service of the 25 to 50 bouquets and plants that arrive daily.

Evening volunteers load the cart when they come on duty around 6 p.m. and deliver the blossoms directly to the patients' rooms – with a smile, a "hello" and the offer to arrange bouquets in vases or to water the plants.

Volunteers have been assigned specifically to this service, with the exception of Friday night "when we're short of volunteers," according to Sue Carlisle, co-ordinator of volunteer services. ◄

'thank you, again'

Gifts that warm the heart inspire thanks. Excerpts from the following letters demonstrated this to the UC Hospitals Auxiliary, which performs a year-round service of providing special amenities for patients. Here are some "thank you" words:

". . . facing an eye operation can be terrorizing. The Model Eye you have provided for us is alleviating this anxiety, both for patients and their families, as they are schooled in measures being taken and the operating being faced.

Irma W. Nickerson, R.N.
Director of Nursing Services"

"The Dietary Department expresses appreciation for the holiday tray covers and napkins. These will add to the appearance of the patients' trays on special days when we do not have a tray favor prepared by the department.

"We appreciate this gift and know the patients will welcome this special holiday festivity.

Henrietta Henderson
Director of Dietetics"

". . . the Auxiliary has purchased prints to enliven our labor rooms in the Delivery Suite . . . I am deeply appreciative of your efforts to enhance the rather bare accommodations these rooms have had. Our thanks to you.

Alan J. Margolis, MD
Chief of Obstetrical Service"

New service slot for volunteers– pediatrics hostess

Soon to be staffed with the right volunteer is a new slot in the UC Hospitals' program: hostess in pediatrics.

A service description for the post has been completed, and it suggests these things: chatting with parents and answering anxious queries ("what about school?" "yes, we have a classroom"), doubling as baby sitters for young fry visitors, serving coffee to parents and generally easing the tension that mothers and fathers feel when tots are ill or in surgery.

Pediatrics staff is "anxious to have the help, and the sooner the better," according to Sue Carlisle, co-ordinator of volunteers. ◄

WHERE THERE'S SMOKE . . .

(continued from page 1)

Don't switch. Fight. That's how Dr. Sol Silverman Jr. feels about the smoking habit.

"I don't suggest that people switch from cigarettes to pipes or cigars. There is NO safe form of tobacco," says the articulate young professor and chairman of the division of oral biology of UC San Francisco Medical Center's School of Dentistry.

Patients who come to Dr. Silverman are often strongly motivated to stop smoking already. Many come for diagnoses, and the diagnoses can read "oral cancer."

"I guess you need a psychological background to figure out why people don't stop smoking. Some people are alarmed enough to quit. And some people don't seem to care. They don't believe statistics, and they say 'it won't happen to me,'" Dr. Silverman says.

"With this kind of rationalization, it's easier for people to theorize that they'd rather die than stop smoking! Ironic?"

"There's not much more you can do," he adds, "than warn people that smoking increases the risk of cancer or the recurrence of one."

Does any single 'stop smoking' method work? No. The method must be tailored to the individual problem. Dr. Silverman urges "will power and absolute discontinuance." When a patient cannot completely give up the habit, reducing the number of cigarettes will at least help in lowering the risk of disease.

"When you talk about the number of smokers in the country, remember that 1 million Americans stopped smoking in 1968," Dr. Silverman points out. "There are 100,000 dentists in the nation. If each one influenced just one patient a year to stop, that would mean 100,000 fewer smokers.

"I'm able to influence about 50 patients a year to give up tobacco. I hope that through lectures I am also able to encourage other people to give up smoking before it causes disease."

In Dr. Silverman's surveys of his senior UC students and dental hygienists in previous years, he concluded that about a third were smokers. This year's survey indicates only one in 22 dental hygienists smokes. Of dental students, a quarter smoke. This is below the national average.

As for the nation's dentists, about 32 percent who are practicing their profession say they have stopped smoking.

"The biggest problem is getting to the kids," Dr. Silverman believes. "The ones who are too young to be concerned about their health, especially. Many youngsters start smoking today at the junior high level."

Dr. Silverman firmly believes more emphasis must be placed on prevention of disease early in life. He says he spends more time each year lecturing on the hazards of smoking.

The oral biologist has never smoked himself and was reared in a family that accented physical fitness and frowned on cigarettes and drinking. At age 17½, he did smoke a cigar. "I got deathly ill, and that was the end of smoking for me," he recalls.

The problem of putting away cigarettes for good is a complex one. The first hurdle his patients face, according to Dr. Silverman, is substituting something else for cigarettes.

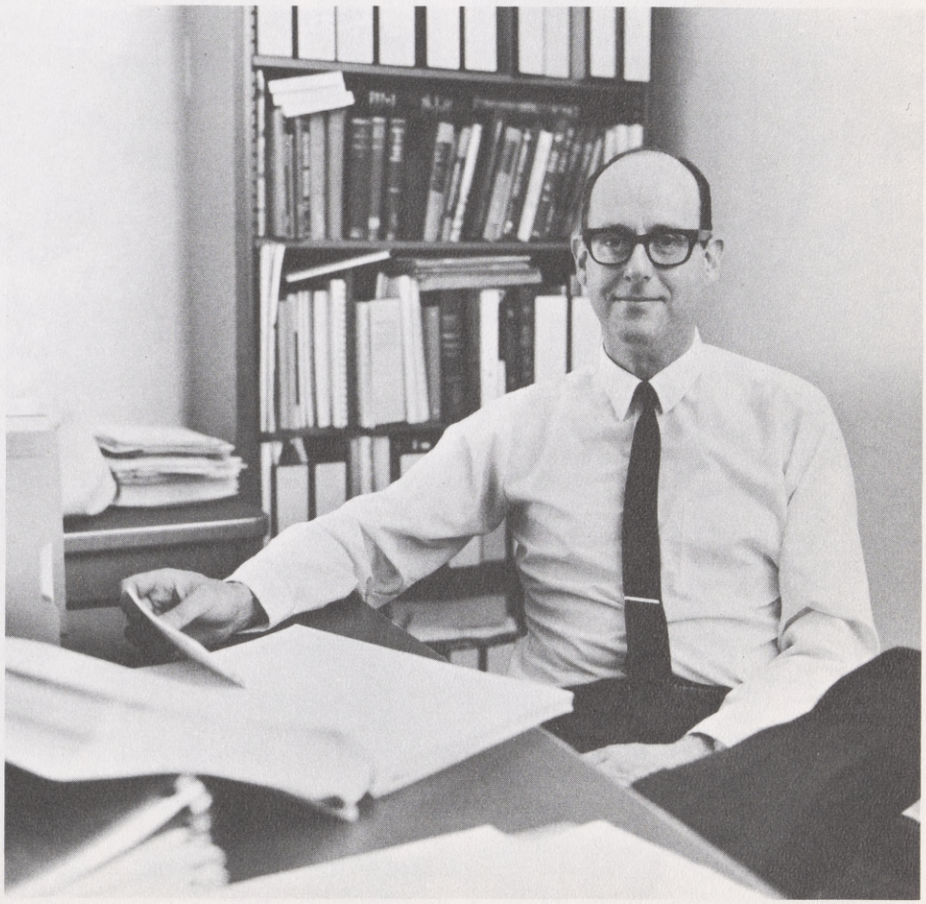
"People start to eat compulsively and often put on 5 or 10 pounds in a hurry. I warn them this might happen and I prompt them about reducing calories. I warn them about a second hazard, too. Anxiety. Sometimes I must recommend a sedative, or I tell a patient to call me when things get rough," he says.

"Giving up smoking," the dentist concedes, "is NOT a simple matter."

Unfortunately, people often wind up with other problems when they stop smoking. "Eating candy as a substitute for cigarettes can cause tooth decay," Dr. Silverman laments.

Breaking the smoking habit is a unique challenge for every individual. There is no single, fool-proof method. In some instances, there may be deep, underlying psychological motivations. These must be recognized and resolved first, the UC professor points out. He adds:

"It helps to find out WHY you smoke. Then you can begin to help yourself. There's no one answer for everyone." ◄



Because he is concerned as an oral biologist with increases in gum disease and earlier loss of teeth among smokers, Dr. Sol Silverman Jr. lectures often on the problem.

THE SHORTEST COMMUTE

The Lees: a home on a hill

When Dr. Philip Lee was named chancellor of UC Medical Center in San Francisco, he exchanged one challenge for another — he was Assistant Secretary for Health and Scientific Affairs of Health, Education and Welfare — and gained a unique fringe benefit.

He has a commute route that is brief, scenic and tension-free. He can buzz from office to home in a maximum of 300 seconds.

The Lees and four of their five children are the first occupants of the hillside residence which overlooks the campus. It was designed by architect George Rockrise and built by UC for the chancellor in San Francisco.

Just here for two months, the family is still unpacking boxes, shelving books, hanging paintings and learning to love the rambling home and the landscaping that's meticulously planned to enhance extravagant views of bay and ocean.

"We think we've made up for the time it's been empty," says congenial, smiling Catherine Lee. "One of our first weekends here, we had 17 children for dinner. There's a lovely guest suite and maid's room, but our family has taken up all THAT space already."

The lively, bright-eyed Lee offspring, who are initiating the spacious patio to the smack of a pogo stick, are: Paul, 13; Amy, 11; Margie, 9; Teddy, 7. The eldest daughter, Dorothy, is 14 and a student in a boarding school in Massachusetts.

It's the first time the family has lived in The City. They formerly made their home in Palo Alto, where Dr. Lee practiced medicine after his graduation from Stanford. They have also resided in New York and Minnesota.

Mrs. Lee, who is a graduate of Stanford Law School, is philosophical about the fact that the new job won't mean a shift in her husband's affinity for long hours. "I don't expect to see more of him — or any less, either. He always seems to work 20 hours a day."

Dr. Lee's own estimate of his job of two months: "I'm VERY enthusiastic!"

The pressures in Washington, he feels, were greater. "It's easier to set a pace here. It's different, very different. Here, I'm involved directly in the solution of problems. I like that."

"The students are superb. They carry heavy work loads, but they find time for recruitment. They visit schools, make talks, get to know kids and try to convince them they CAN be admitted to the university," Dr. Lee says.

First family to occupy the residence built by UC for the chancellor of its San Francisco campus of the Medical Center is that of Dr. Philip Lee. Boning up at a reading session about a Yosemite trip are: Mrs. Catherine Lee, Sally and Barbara Paulsen, cousins of the Lees, Dr. Lee, Amy, Margie and Teddy Lee.

Top priority in his program goes to "recruitment of minority students and economically disadvantaged students." Part of that program involves the Educational Opportunities Program on the San Francisco campus.

Recruitment programs involve whites as well as blacks, he points out. There are 23 whites accepted for the EOP next year compared to 19 blacks, 9 Chicanos and one American Indian.

Expanding health care facilities and increasing health professions manpower are vital, too, as is making the most effective use of nurses, doctors and technicians as a health team.

In the last 10 years, Dr. Lee feels, there has been a continual upgrading of the faculty at the Medical Center. "The Schools of Nursing and Pharmacy are doing exciting things, exploring new ideas. The Medical School is in the throes of re-examining its curriculum. We probably have one of the few medical centers where medical, dental, nursing and pharmacy students are brought together in the same class during their first year."

"We have probably the best extension program of any school in the country," the chancellor maintains.

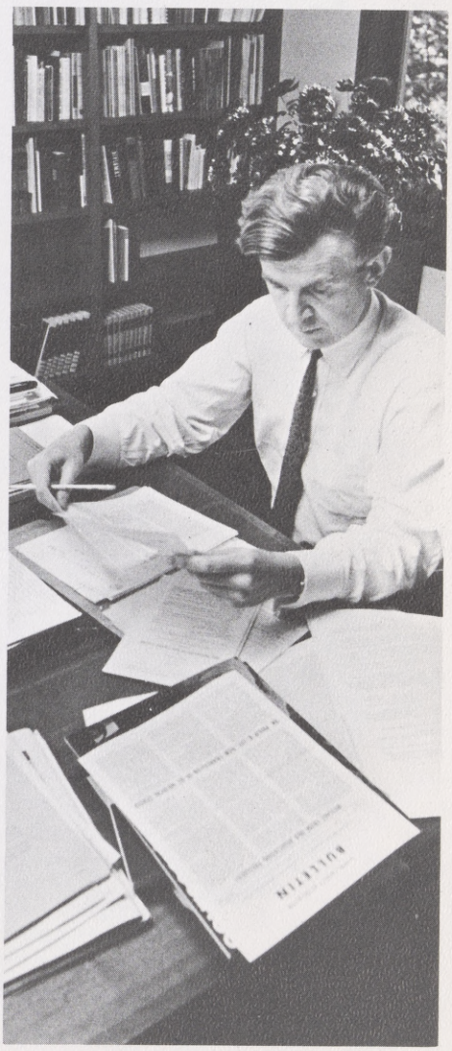
"We use radio and TV. We have seminars and lectures on campus. It's something that goes on around the clock, and it helps improve medical care quality for everybody."

Dr. Lee says candidly that too many medical men have done fine work "and written about it for learned journals but have never given the public a chance to know about it."

He thinks it's time to change all that. In his own words, the sandy-haired, dedicated physician-administrator is "VERY enthusiastic!" ◄

Home is at the top of the hill overlooking the Parnassus Avenue campus for Dr. Lee, new chancellor at UC Medical Center, wife Catherine and son Teddy, 7.

Chancellor Lee discusses a trip to the barber with son Teddy, youngest of the five Lee offspring. Son Paul, 13, attends Hoover Junior High and is interested in skiing.



The chancellor has homework, too, and the study is where it happens.

Campus Court will link old and new

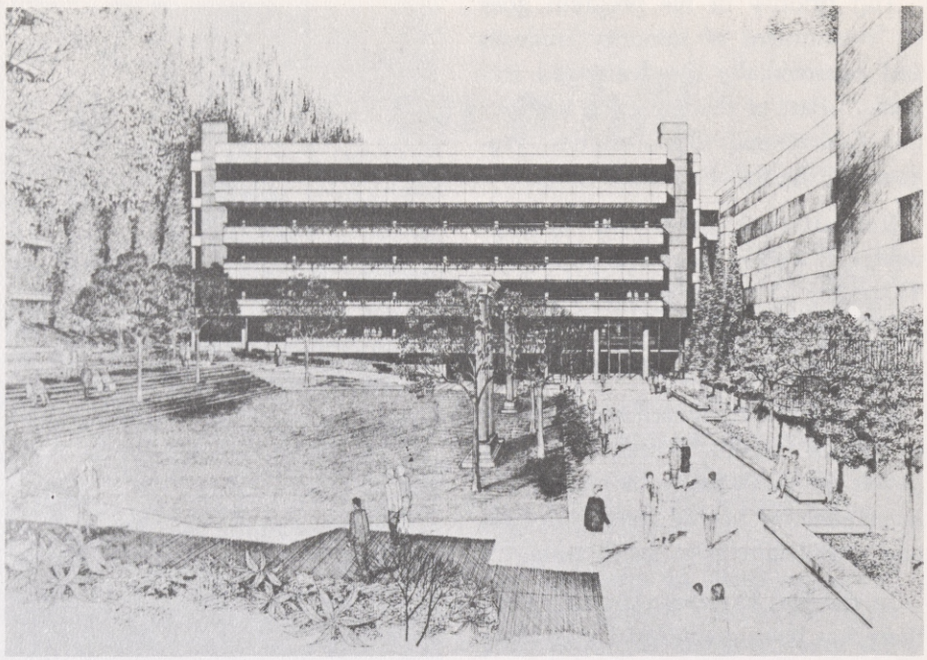
Today and yesterday will be linked architecturally in the new Central Campus Court where the old Medical School building stood, thanks to a gift of funds from Doctors' Wives' Association of UC Medical Center in San Francisco.

According to Mrs. John B. Saunders, chairman of Campus Court Development Commission:

"We have salvaged the granite pillars and blocks as well as the clock from the old building that was a landmark on Parnassus Heights since 1897. Many of the old features will be incorporated into the architectural scheme of the Campus Court in front of the new School of Nursing building."

Special arrangements are being developed for housing and preservation of the clock, the chairman added.

Mrs. Edward G. Bovill Jr., president of Doctors' Wives' Association, named members of the Campus Court Development Commission chairmanned by Mrs. Saunders. They are: Mesdames Howard Naffziger, Charles Hine, Robertson Ward, Francis Sooy and Theodore Meyer. The latter two members are also on the board of directors of UC Hospitals Auxiliary.



Doctors' Wives' gift will embellish Campus Court fronting new Nursing School.

Doctors' Wives' Association celebrates its 50th anniversary at a luncheon April 29 in the gymnasium of Guy S. Millberry Union. Dr. Frank Kidner, UC vice president for educational relations, will speak at the luncheon, according to the chairman, Mrs. Saunders.

The UC Doctors' Wives' Association was the first such group of MDs' wives organized west of the Mississippi. Mrs. George Whipple, wife of the dean of the medical school in 1920-21, wrote the original constitution for the organization. ◄

Mrs. John B. Saunders, chairman

WHAT'S A VOLUNTEER?

Pamphlet views service

Fresh off the press and scheduled to be distributed to UC Hospital Auxiliary members is a fact-packed pamphlet describing the volunteer service program of UC Hospitals.

Prepared by Sue Carlisle, co-ordinator of volunteers, and John Haralson, publications manager, the pamphlet traces the history of volunteer service in American hospitals from 1751 and spotlights the contemporary scene at UC Hospitals.

"A volunteer," the booklet points out, "is a person who, through the gift of time, talent and personal interest, supplements the professional staff in caring for the comfort and welfare of the patients."

At UC Hospitals, volunteers accept the challenge of serving with people who are "actively concerned with education, research and patient care," the publication points out.

Interested individuals, 16 or older, are eligible to apply for Volunteer Service. No special training or skills are required but volunteers MUST be prepared to devote at least half a day a week to assignments at UC Hospitals.

The volunteer co-ordinator interviews, orients, arranges training and scheduling and provides general supervision. Both hospital personnel and veteran volunteers help train newcomers for service. ◄

Health Professions Council emphasizes community service

Health Professions Council of San Francisco, first official group of its kind in the nation dedicated to improving community health services, was launched recently at a founders' conference addressed by Dr. Philip R. Lee, recently appointed chancellor of UC Medical Center.

According to Dr. Earle Marsh, advisor-coordinator of the council, it will "mobilize resources of health services, explore and develop new concepts in training personnel and in delivery of quality health services to a changing urban society."

Health professions represented include medicine, nursing, pharmacy, dentistry, technicians and medical assistants. ◄

STATISTICS VERSUS CANCER

Registry seeks some solutions

Putting statistics to work — not simply collecting hoards of figures — is the special mission of the General Tumor Registry of the Cancer Research Institute at UC Medical Center in San Francisco.

Headed by Dr. David A. Wood, Institute director and professor of oral biology and pathology, and by Dr. Calvin Zippin, professor of epidemiology, the General Tumor Registry has put the computer and trained personnel to work to speed things up with numbers.

The role of the registry? It has more than one. For instance:

- Study of survival patterns of cancer patients who have a given set of characteristics at the time of treatment, study of the extent of the disease and a follow through until the patient's death.

"This means," Dr. Zippin points out, "that we can group patients into categories and summarize how the disease appears to progress in a certain type of patient."

- Study of the epidemiology of cancer. What are the factors that predispose certain individuals to certain kinds of cancer?

- Therapy evaluation. What good does treatment do a cancer patient? And what are the relative merits of alternative possible modes of treatment?

- Fourth fundamental activity of General Tumor Registry is unique. It maintains the only program in the nation — possibly in the world — that trains personnel for statistical evaluation of registry data.

"Everybody has a registry, but not everybody knows why. Or how to use the material," the professor points out.

"We have trained people from 30 states in the know-how of a registry."

A registry is a system for recording information on each cancer patient seen in a particular institution, including follow-up until the patient's death. The data are funneled by GTR into educational, research and administrative channels.

It is the General Tumor Registry that has trained at UC Medical Center the personnel who will collect data for the national cancer survey to be carried out in 1969, 1970 and 1971 in eight major metropolitan areas, the states of Colorado and Iowa and in Puerto Rico. The five San Francisco Bay Area counties are included in the survey.

Figures and data will relate closely with the 1970 census. "We will be able to pinpoint better than any previous study the incidence of cancer and its link to demographic characteristics," the professor points out.

What is a registry's role in research? One example is GTR's study of breast cancer. What combination of certain characteristics of breast cancer suggests a woman has a good chance for long survival? And what combination suggests her chances are poor or very bad?

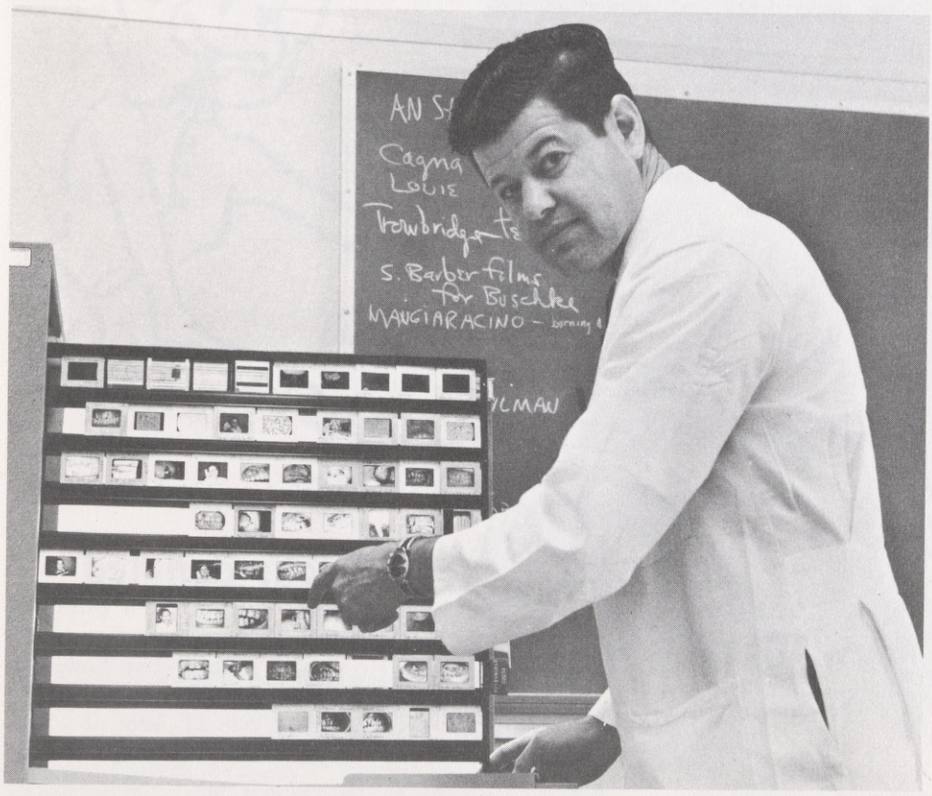
"In the journal 'Cancer' this spring, we reported evidence suggesting that women with cancer in one breast and palpable nodes on the other side has considerably better than expected survival pattern," Dr. Zippin reveals.

"Earlier, these characteristics would have indicated a very bad prognosis. But there is a suggestion now that other studies will confirm our findings."

"Our observation," he continued, "might be a reflection of a host-defense mechanism in the patient. Say a child scrapes his knee, and it becomes infected. This might cause enlargement of lymph nodes in the groin as the defense mechanism fights infection and engulfs the infecting agent.

"If we are correct in our contention about breast cancer, this is news! The kinds of data we needed for the study were not routine. We went to a dozen hospitals in major cities to record information on 2000 women."

It is in studies like these that registry know-how spells the difference between success and failure, Dr. Zippin maintains. ◄



Putting figures to work in the fight against cancer is a job for experts like Dr. Calvin Zippin, professor of epidemiology with General Tumor Registry at UCMC.

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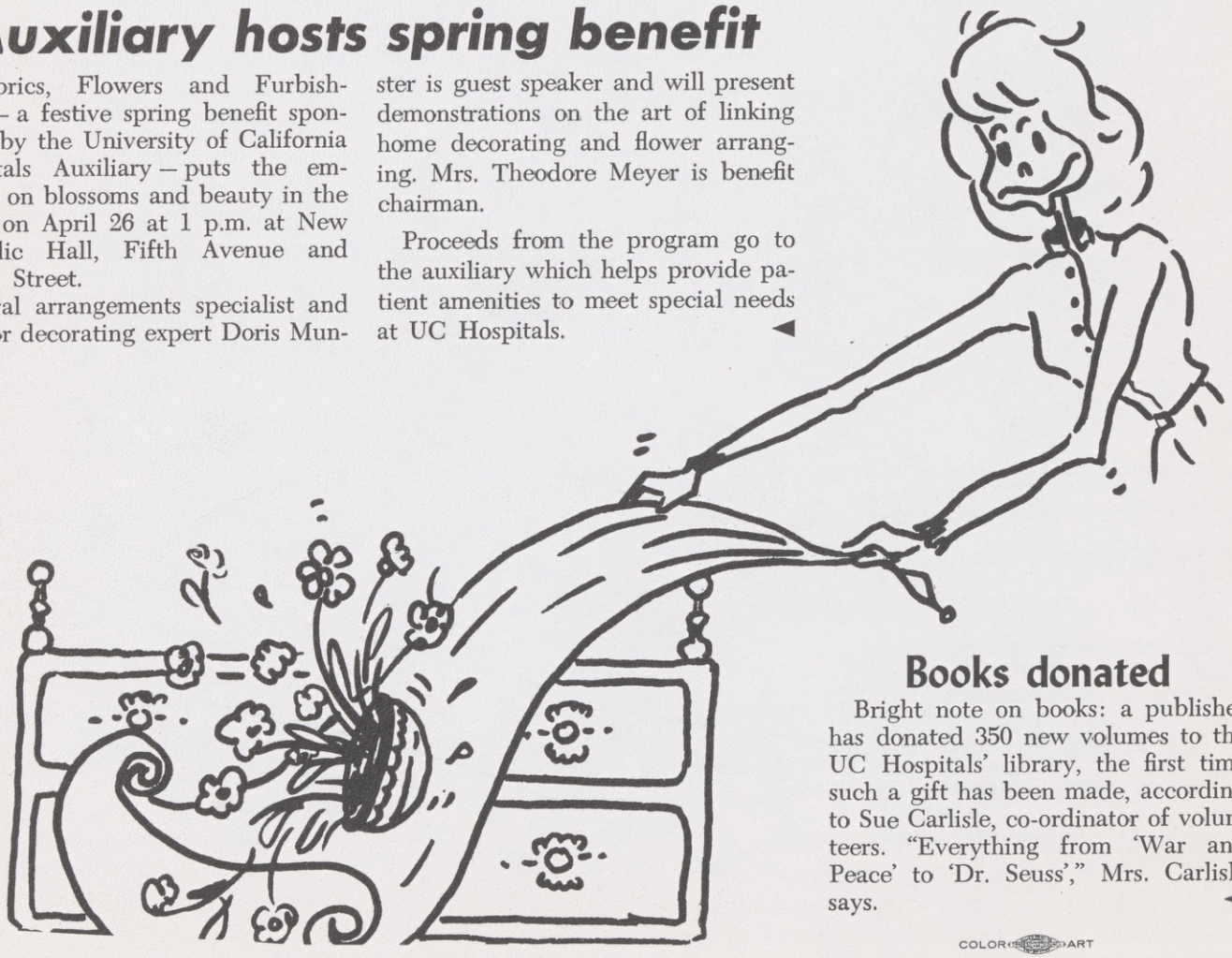
ERRATUM: The photos of Dr. Sol Silverman Jr. on page 3 and of Dr. Calvin Zippin on page 7 have been inadvertently transposed. The captions are correct.

Auxiliary hosts spring benefit

"Fabrics, Flowers and Furbishings" – a festive spring benefit sponsored by the University of California Hospitals Auxiliary – puts the emphasis on blossoms and beauty in the home on April 26 at 1 p.m. at New Catholic Hall, Fifth Avenue and Irving Street.

Floral arrangements specialist and interior decorating expert Doris Munster is guest speaker and will present demonstrations on the art of linking home decorating and flower arranging. Mrs. Theodore Meyer is benefit chairman.

Proceeds from the program go to the auxiliary which helps provide patient amenities to meet special needs at UC Hospitals. ◀



Books donated

Bright note on books: a publisher has donated 350 new volumes to the UC Hospitals' library, the first time such a gift has been made, according to Sue Carlisle, co-ordinator of volunteers. "Everything from 'War and Peace' to 'Dr. Seuss'," Mrs. Carlisle says. ◀

COLOR ART